

City of Newport Beach SPECIAL EVENTS ADVISORY COMMITTEE Minutes

Date: June 16, 2011 **Time:** 8:00 a.m.

Location: Friends Room, Central Library

1. Call to Order

Committee Members present:

Judy Brower Jeff Cole Janis Dinwiddie Marshall Topping

Committee Members absent:

Vicki Higgins Laura Davis, Chair Kirwan Rockefeller

Staff present:

Tara Finnigan, Public Information Manager Shirley Oborny, Executive Assistant to the City Manager

Guests present:

Jim Mosher, Resident Grea Schwenk, Newport Beach Film Festival

2. Comments from the Public

Mr. Mosher stated his disappointment in Deputy City Attorney Michael Torres' instruction to Ms. Finnigan to keep the committee's comments on the evaluation forms private. He feels the information should have been made available to the public, especially if it illuminated the deliberative process.

3. Review, Discussion & Evaluation of the Newport Beach Film Festival Application

Mr. Schwenk spoke about the obstacles the Film Festival faced in 2011, but still had a very successful event including the screening of 423 films. There were more events held in Newport Beach than ever before. There was a large celebrity showing. He talked about new sponsorships they received and how important the expansion of their outreach was.

In response to Mr. Cole's inquiry about how the outreach may have brought people to the City, Mr. Schwenk said Visit Newport Beach estimated 20 million impressions just through the advertising they worked on with the Film Festival.

Ms. Brower asked about how many bed nights can be attributed to the Film Festival. Mr. Schwenk said the Film Festival itself purchased 518 rooms. In addition there were 250 room nights booked through Social Living. UCI previously did a study that showed about 2,400 rooms were booked.

In response to Ms. Dinwiddie, Mr. Schwenk talked about the increased attendance they've enjoyed but he thinks it will level off due to the limited number of venues available. Ms. Dinwiddie asked about their net profit. Mr. Schwenk hopes it will be about \$9,000 once the final numbers are calculated; however, that money would go back into the continued day-to-day festival operations budget. He talked about the charitable aspects of the Film Festival; including discounts to the senior and student communities. They strive to keep it affordable for everybody.

In response to Mr. Cole, Mr. Schwenk said his employees are categorized as 1099 consultants. They also have other part-time jobs to supplement their income. The Film Festival is looking for ways to make full time jobs for some of their experienced employees.

Continuing, Mr. Schwenk said they are asking for a small increase in funding because the organization's attendance and complexity has grown. He did not include the \$10,000 in support from the Arts Commission because he was advised that it was separate.

Mr. Mosher said the public is concerned about using public funds to pay for VIPs to stay in hotels when the City is unable to fund the Winter Wonderland and Easter egg hunt for children.

The committee scored the event as follows:

- Ms. Brower = 97
- Mr. Cole = 94
- Ms. Dinwiddie = 88
- Mr. Topping = 78

Ms. Finnigan said this item will be presented to the City Council on June 28, 2011.

4. Items for Next Agenda:

Ms. Dinwiddie and Mr. Topping formed a subcommittee to begin preparations for improving the process for the next time. The committee may meet in July, depending on how the City Council meeting goes.

5. Adjournment

The meeting adjourned at 8:40 a.m.